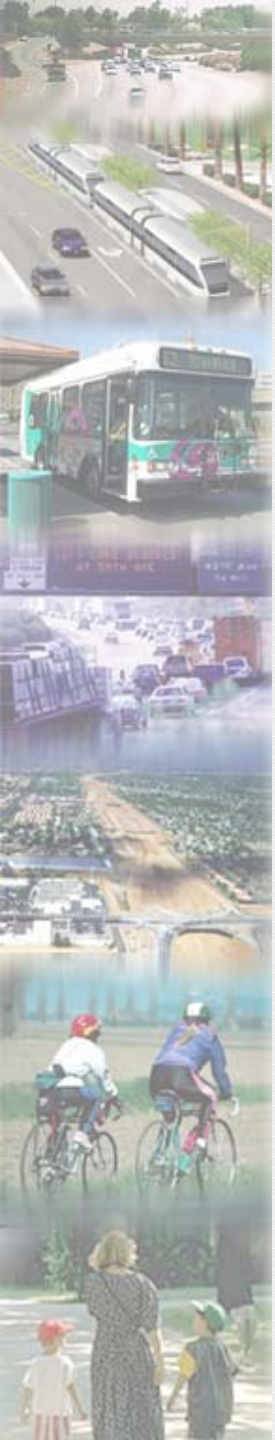


MAG Regional Transportation Plan Public Involvement

**Southwest Community Impact
Assessment Workshop**

June 9, 2005

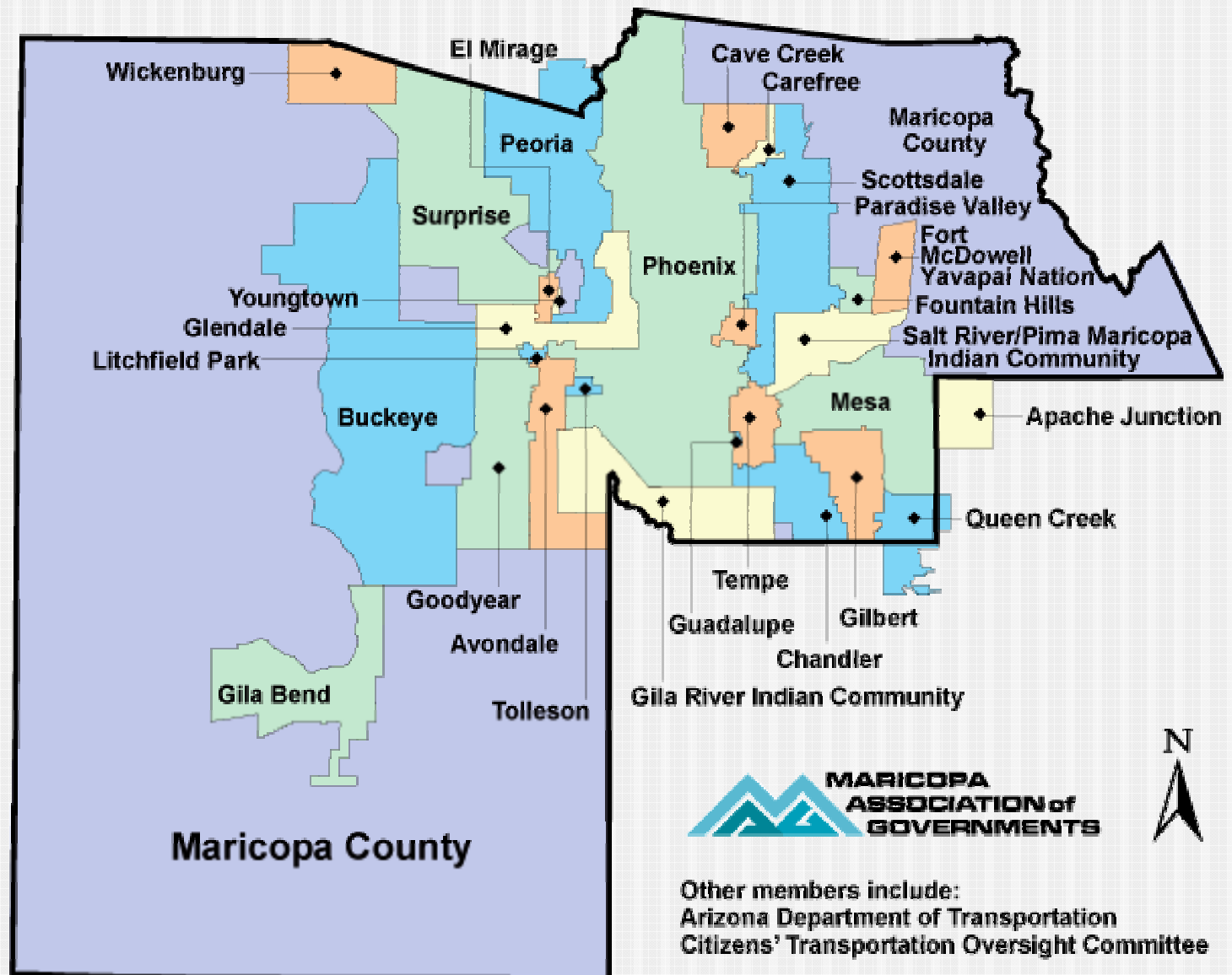




Gaining Public Support

- Public must be an integral part of the Plan's development.

MAG Membership



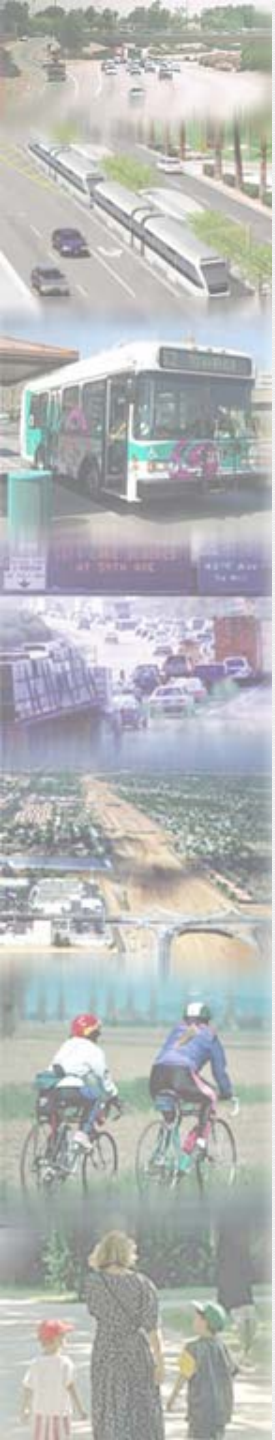
Building a Better MAG

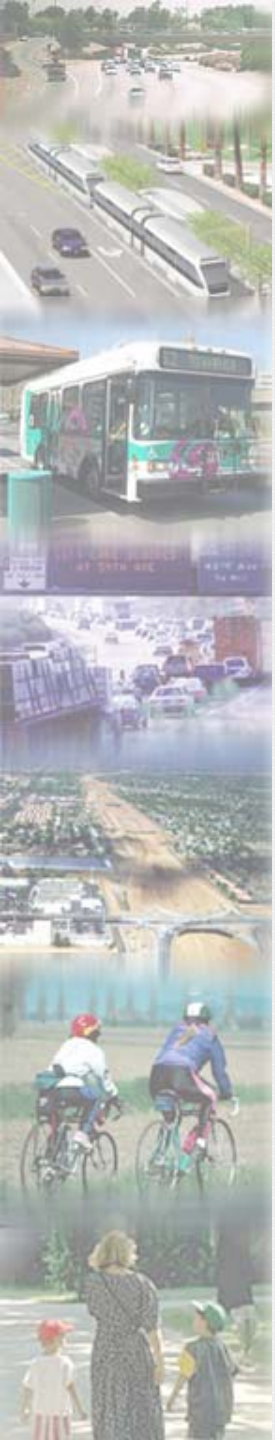


- **MAG Governance Task Force Recommendations**

Transportation Policy Committee

- Created in May 2002 by Regional Council
- 23 Members
 - MAG member agencies
 - Business community
 - Representatives from transit, freight, Citizens' Transportation Oversight Committee, and ADOT





The Regional Transportation Plan



- \$15.8 billion Plan.
- Includes freeway, bus, street and light rail improvements.
- Approximately half (\$9 billion) will come from the half-cent sales tax.

Significance of Plan

- Most comprehensive transportation planning effort in the region in 40 years.
- Blueprint for transportation investments for next 20 years.
 - Guided by performance goals.
 - The Plan is the policy framework that identifies transportation priorities.
- Serves as foundation for half-cent sales tax extension passed in November 2004.
 - Current tax expires December 31, 2005.
- New way of doing business.





Public Involvement Team

- MAG Communications Division
- Gunn Communications
- SR Beard & Associates
- Cantelme, Kaasa & Associates
- Behavior Research Center

Keys to Success

Bringing all the pieces together...

Business Community

Local Governments



Valley Citizens

State Legislature

to build a plan that fits the needs of our region.



RTP Has an Extensive Technical Foundation

- MAG High Capacity Transit Study
- Regional Transit Plan
- MAG-ADOT HOV/ Value Lanes Study
- MAG Freeway Bottleneck Study
- Arterial Travel Speed Study
- Park & Ride Location Study
- ITS Strategic Plan
- Northwest Area Study
- Southwest Area Study
- Southeast Maricopa/ Northern Pinal Study
- Grand Ave. Northwest Area Study
- MAG East-West Mobility Study
- MAG Bicycle/ Pedestrian Plans



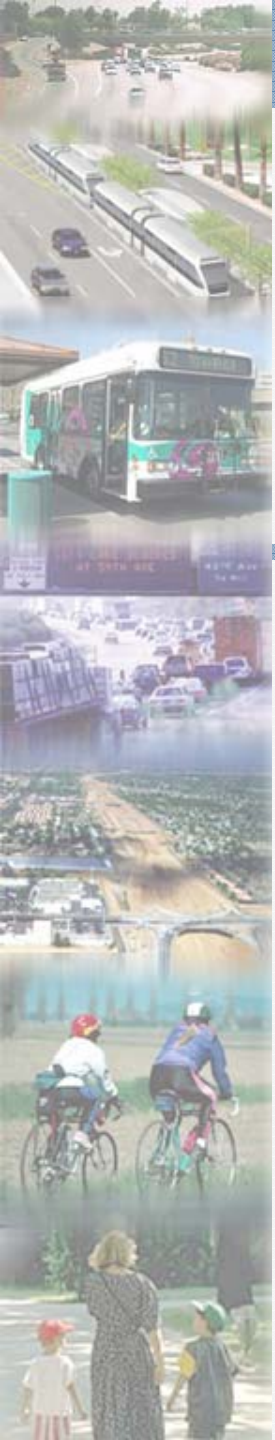
Challenges

- Needed to obtain support from the business community—historically skeptical of MAG.
- Needed legislative approval.
- November election meant more conservative voters, who generally oppose tax initiatives.
- Not allowed to campaign for the initiative.
- Multimillionaire kicked in \$1.5 million to fight Proposition 400—most heavily financed opposition of any transportation initiative.



Four-Step Process

- Research
- Planning
- Execution
- Evaluation



Research

Research

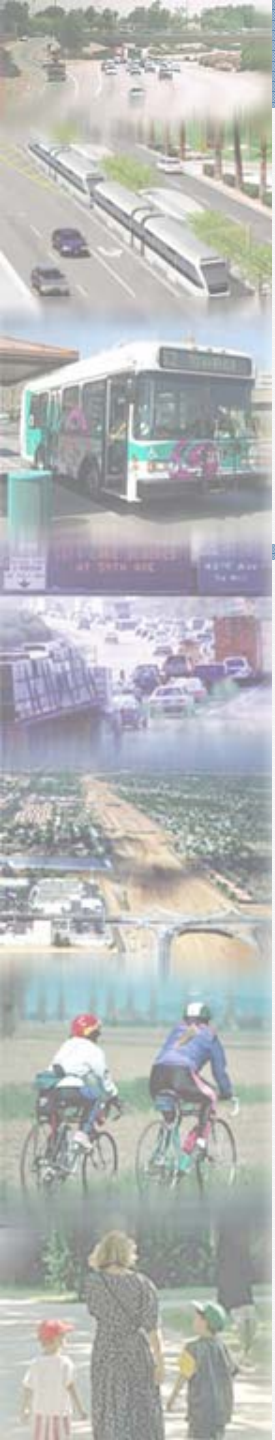
- Initial research involved more than a year of public meetings based around specific projects, such as subarea and corridor studies.





Research

- Westgroup Survey
 - 5 Focus Groups
 - 626 Fifteen-Minute Surveys
- Behavior Research Baseline Survey
 - Random-sample, scientific telephone survey of 1,009 registered voters
- Behavior Research Follow-Up Survey
 - Random-sample, scientific telephone survey of 600 registered voters
- 16 Focus Groups
- Review of 8 Light Rail Polls



Planning



Situation Analysis

- Maricopa County will double in population by the year 2030.
- Getting people to where they live, work & play requires continued transportation improvements.
- To date, such improvements have been made using the half-cent sales tax.
- Tax will expire, resulting in loss of primary source of funding.



Publics

- Registered Voters
- Transportation Users/Enviros
- Business Community
- Minority Communities
- Media
- Legislators



Objectives

- Increasing awareness levels of the tax's expiration.
- Providing numerous input opportunities, with focus on large special events.
- Business & disability communities as champions.
- Providing information through media, editorial boards.



Three Communication Phases

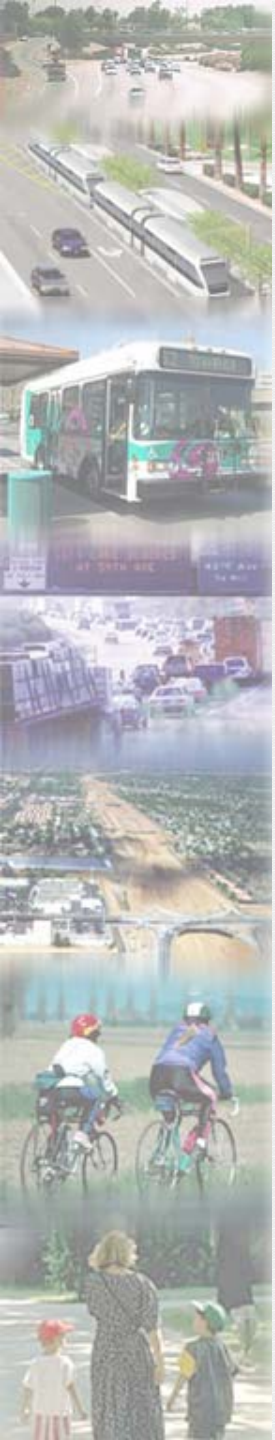
- Development of the RTP took 3 years. Early goals focused on:
 - Strategic planning
 - Developing awareness of RTP
 - Encouraging public participation
- Phase II centered on legislative support.
- Phase III involved communicating details, benefits of RTP.

Public Involvement Task Matrix

TPC PUBLIC INVOLVEMENT TEAM TASK MATRIX

Task Area	PUBLIC INVOLVEMENT <i>Primarily responsible for gathering input on the Regional Transportation Plan from citizens and underrepresented communities; developing survey instruments; conducting polling; holding focus groups and public meetings; providing public information; managing Web page; producing fact sheets and brochures.</i>	COMMUNICATIONS <i>Primarily responsible for two-way communications with key transportation stakeholders, including the broader business community, special interests, and media; providing briefings to stakeholders; developing messages; disseminating information to the public by working with editorial boards and the media.</i>	PUBLIC POLICY <i>Primarily responsible for providing public policy expertise and guidance; identifying community needs that should be addressed in the Plan; and developing relationships with key constituencies to determine how best to meet the needs of the business community, transportation stakeholders, and the public.</i>
Consultant	Gunn Communications	SR Beard & Associates	Cantelme, Kaasa & Assoc.
Identify tasks that require coordination	(joint)	(joint)	(joint)
Refine Scope of Work/Timeline	<ul style="list-style-type: none"> – Develop public involvement plan – Timeline 	<ul style="list-style-type: none"> – Develop communication plan – Timeline 	<ul style="list-style-type: none"> – Develop tasks/chronology – Timeline
Provide expertise and guidance	Public involvement guidance	Develop media strategy	Public policy guidance
Surveys/Market Research	<ul style="list-style-type: none"> – Random Sample Telephone Surveys – Public Input Surveys 	Media audit	<ul style="list-style-type: none"> – Issues Assessment – Issues Mapping – Work closely with HDR/Polling Firm – SWOT Analysis
Media Outreach	<ul style="list-style-type: none"> – Video 	<ul style="list-style-type: none"> – Media relations – Deskside briefings – Press releases – Editorial Boards – Media kit 	
Public Meetings	<ul style="list-style-type: none"> – Define types/how many – Develop presentation materials – Small group presentations 	<ul style="list-style-type: none"> – Outreach meetings (define type & how many) 	
Focus Groups	<ul style="list-style-type: none"> – Define who & how many 		

What do residents want?



Transportation Surveys

Let's Keep Moving!

Transportation Policy Committee

Mayer Neil Gifford
Tempe, Chair

Mayer Elaine Sorogus
Glendale, Vice Chair

Danilo Alvares
Bank of America Arizona

R. Redine Arreola
Chaparral Transportation
Demographic Committee

Mayor Steven Gerson
Gilbert

Dave Berry
South Transportation

Jul S. Billings
FNI Construction

Councilmember Peggy Dittus
Phoenix

Councilmember Pat Dennis
Phoenix

Mayor Ron Drake
Avondale

Mayor Brad Dunn
Chandler

Fluffy Gert
Arizona Department of
Transportation

Mayor Keno Hacker
Mesa

Leslie Kane
CMB Associates

Vice Mayor Seth Kaster
Scottsdale

Mayor Mary Mavris
Scottsdale

Mayor Len McDermott
Wickenburg

Diane Scherer
Phoenix Association of Realtors

Vice Mayor David Schwelker
Paradise Valley

Maria Shale
Pinnacle West Capital Corp.

Supervisor Don Stupley
Maricopa County

Mayor J. Wendell Thomas
Litchfield Park

Tell Us What You Think

1. What is the single most important thing that can be done to improve the Valley's transportation system?

2. If it was your job to decide how to distribute our tax dollars on transportation improvements, and you had a total of \$100 of tax money to distribute, how would you distribute it among the following four areas?

Freeways	\$_____
Bus Service Improvements	\$_____
Light Rail Transit	\$_____
Street and Road Improvements	\$_____
TOTAL	\$100.00

3. In 1985, Valley voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005? Circle one.

Aware	Unaware	Not Sure
-------	---------	----------

4. From what you have read, seen or heard, would you say the funding from Proposition 300 have had a major impact, a minor impact or no impact improving the transportation system in Maricopa County? Circle one.

Major	Minor	No Impact
-------	-------	-----------



Let's Keep Moving!

Public Input Form

Please assist us in identifying your level of agreement with the proposed MMJ Regional Transportation Plan by answering the following statements.

1. Do you agree there is a significant transportation problem in Maricopa County that needs to be addressed?

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

2. Are you aware that a 1/2 cent sales tax, passed by voters in 1985, will expire in 2005, resulting in no future regional funding source for transportation improvements in Maricopa County?

☐ Yes ☐ No

3. Do you agree with the level of improvements described in the MMJ Draft Regional Transportation Plan for the following transportation areas?

Bus Improvements	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
Freeway Improvements	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
Light Rail Improvements	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
Street Improvements	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

4. Overall, do you agree that the elements proposed in the MMJ Draft Regional Transportation Plan sufficiently address future transportation needs?

☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly Disagree

5. If not, why? _____

6. What, if anything, would you change about the plan? _____

Thank you for taking the time to provide us with your input. Please return the survey to a staff prior to leaving the meeting. Please complete the information below if you would like to receive the Transportation Policy Committee electronic updates. (Optional)

Name: _____ E-Mail Address: _____

Phone: _____

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Address: <http://www.mag.maricopa.gov/survey.cfm?item=2151>

300 North 1st Avenue
Suite 300
Phoenix, Arizona 85003
Phone: (602) 264-6300
Fax: (602) 254-0400

Spanish language assistance available at (602) 402-5080

☐ Here's how I would distribute \$100

3) Freeways

4) Bus Service Improvements

5) Light Rail Transit

6) Street and Road Improvements

In 1985, Valley voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005?

☐ Aware

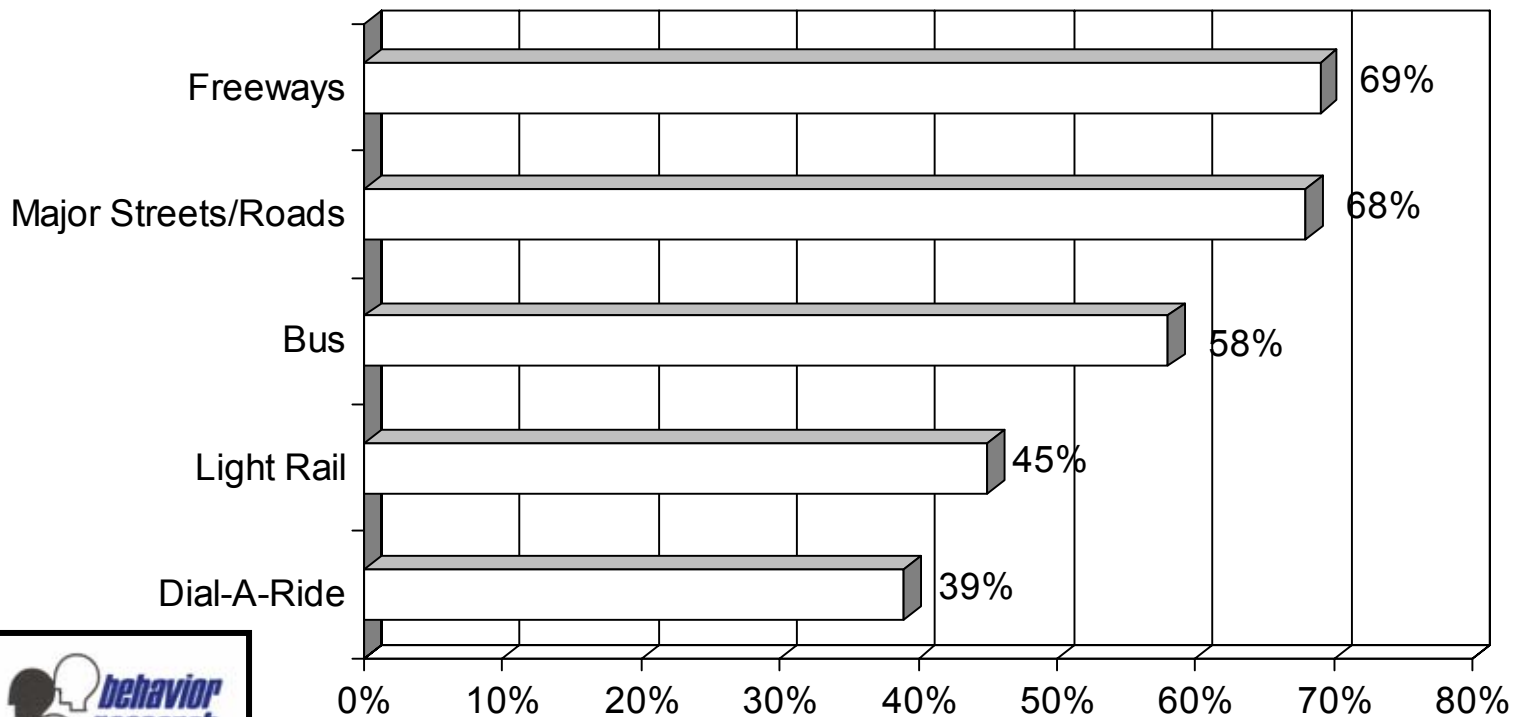
☐ Unaware

☐ Not Sure



Overall Transportation Spending Priorities

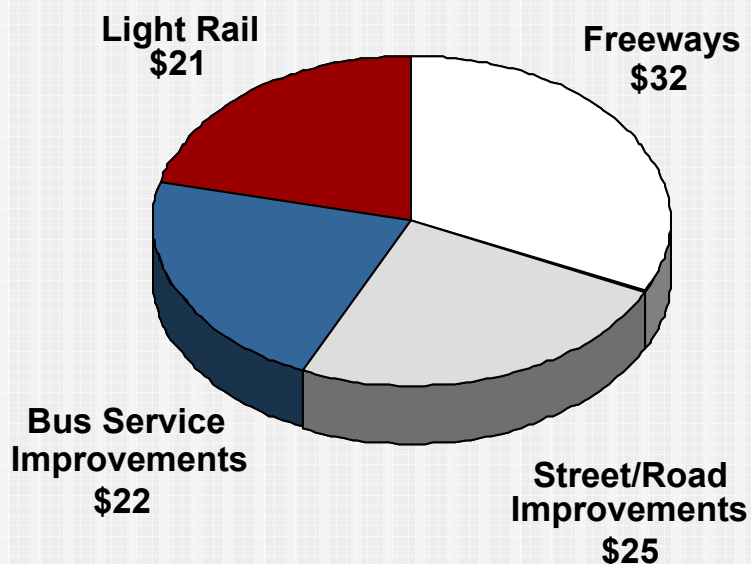
% Very High/High



Comparison of Poll & Survey

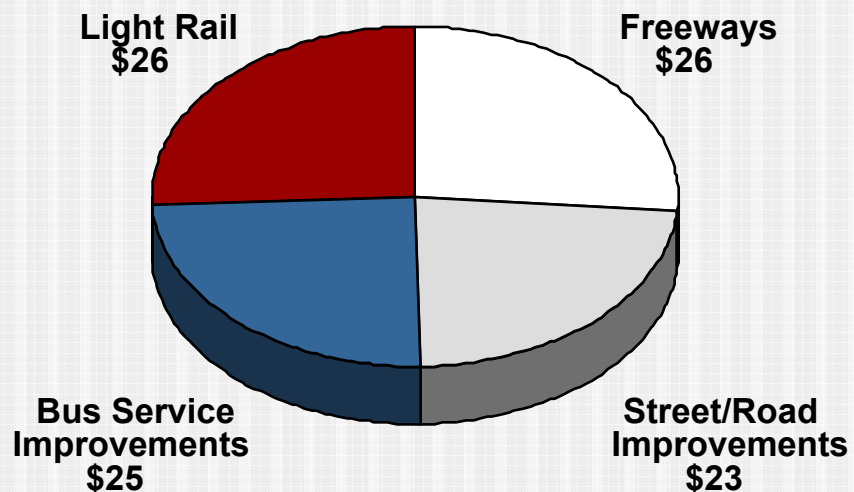
Behavior Research Center Poll December 2002

(How Voters Would Distribute \$100)
N = 1,009

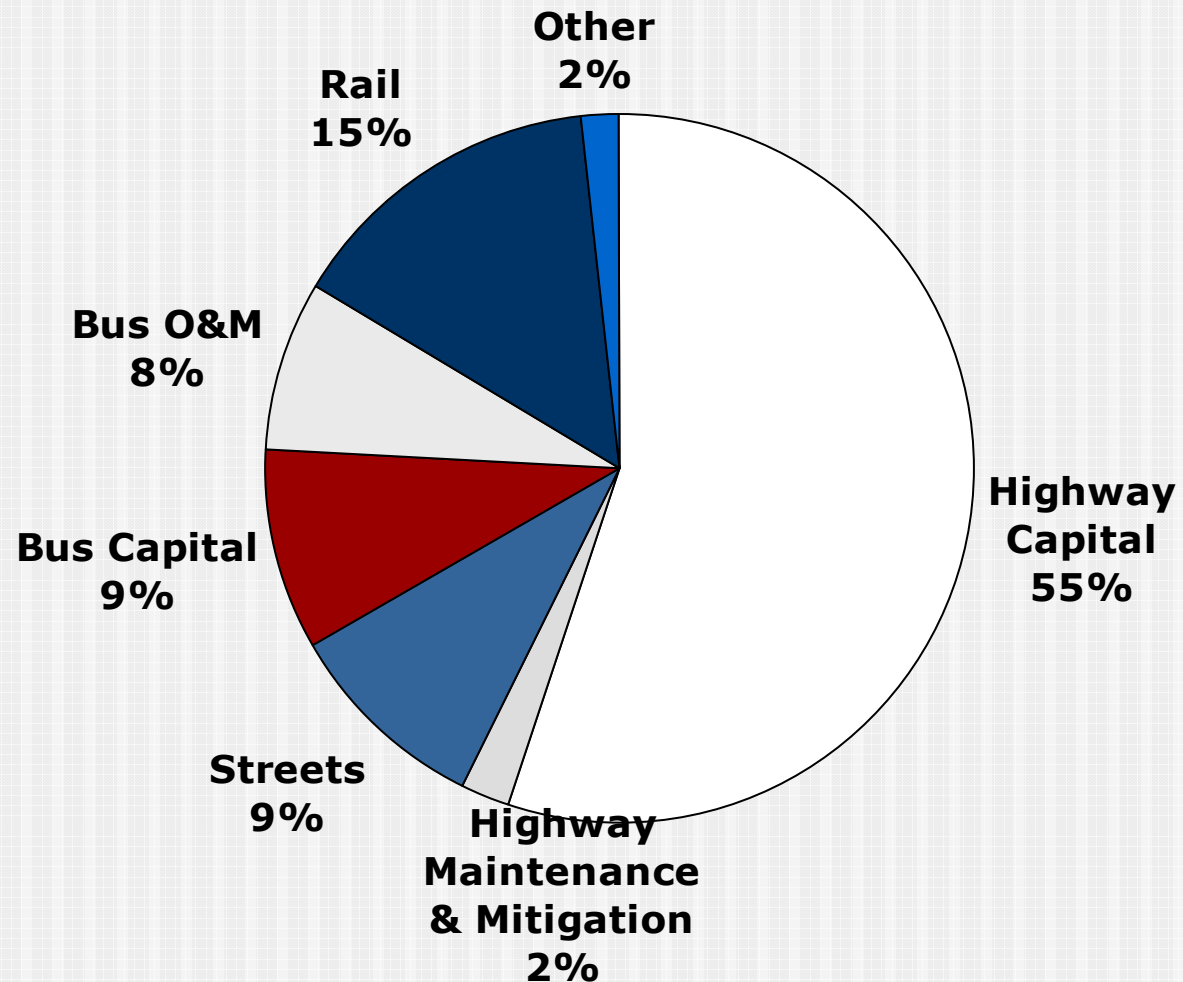


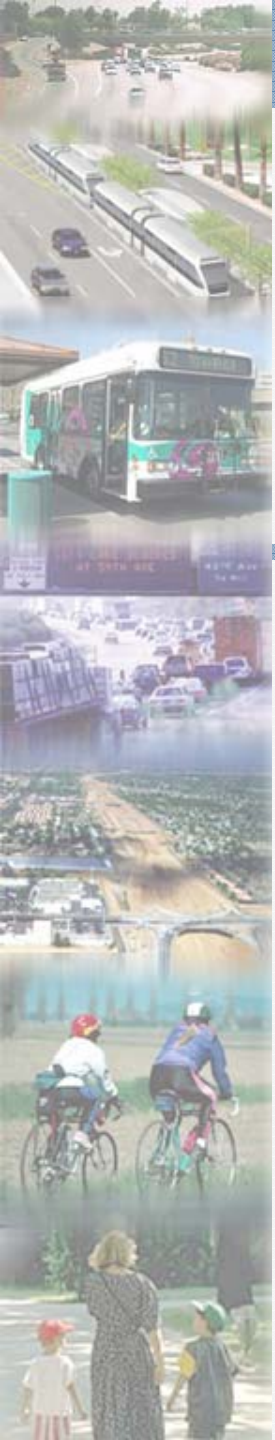
Public Involvement Events Combined Surveys

(How Voters Would Distribute \$100)
N = 985



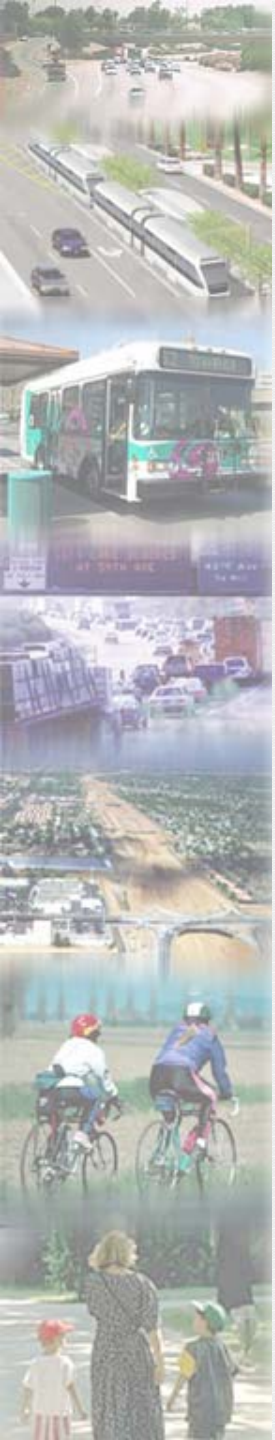
Total Plan Spending by Mode



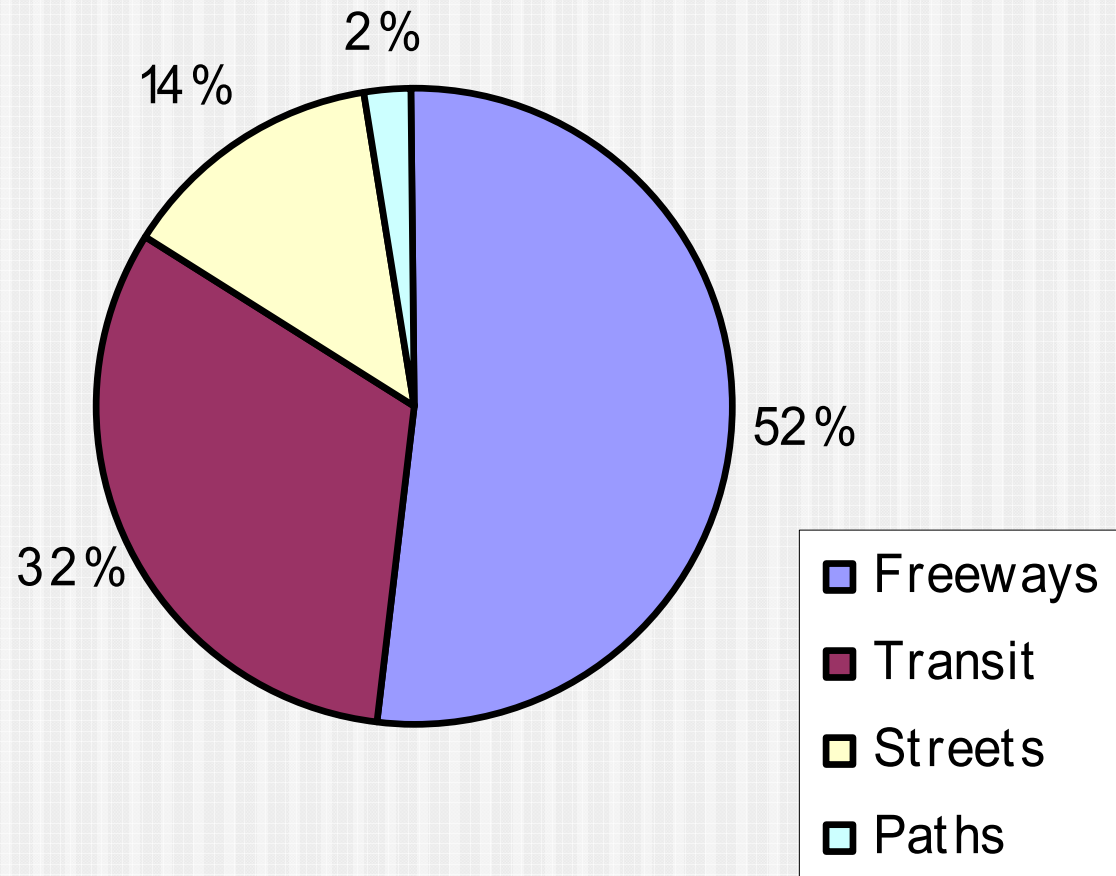


Execution

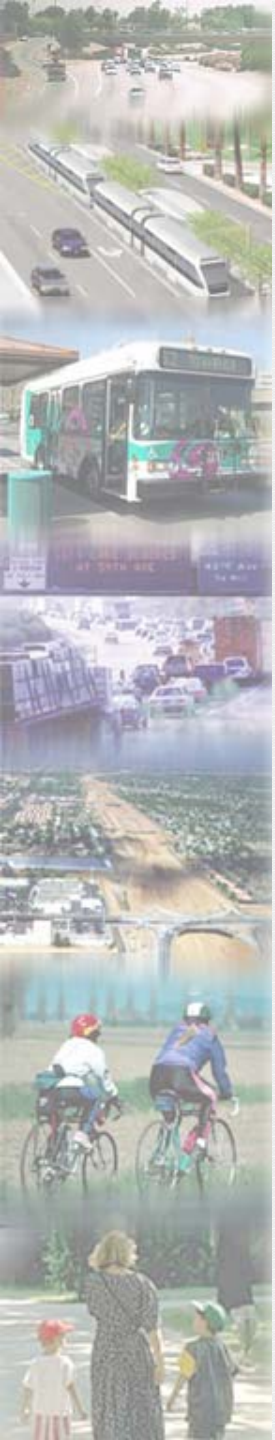
Regional Transportation Plan Public Workshops



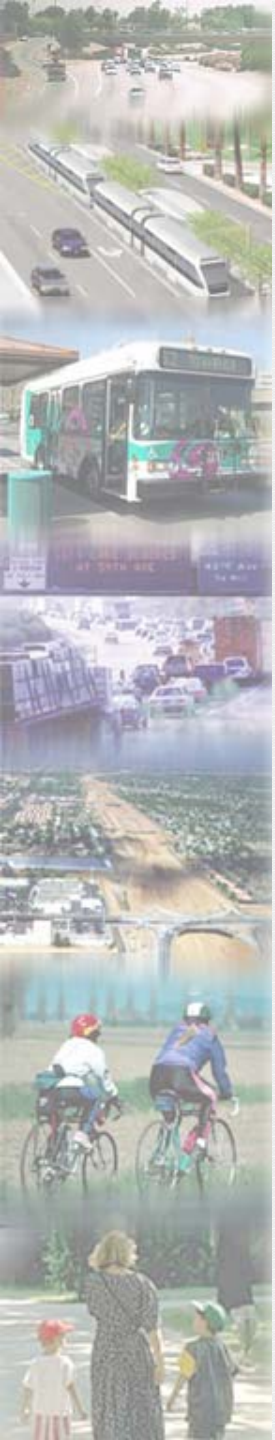
Summary of Public Workshop Priorities



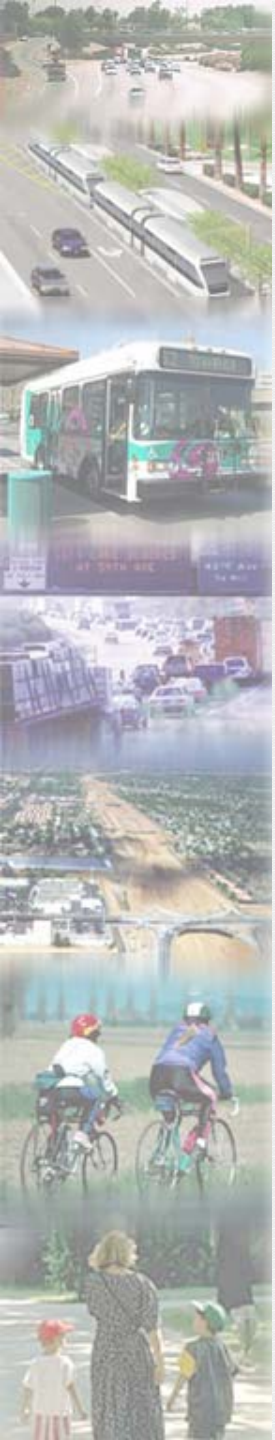
Regional Transportation Plan Public Hearings



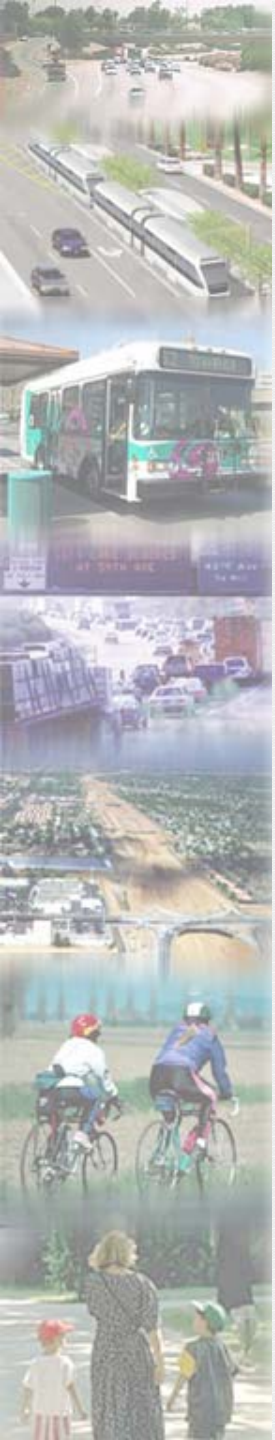
Public Involvement and Community Events



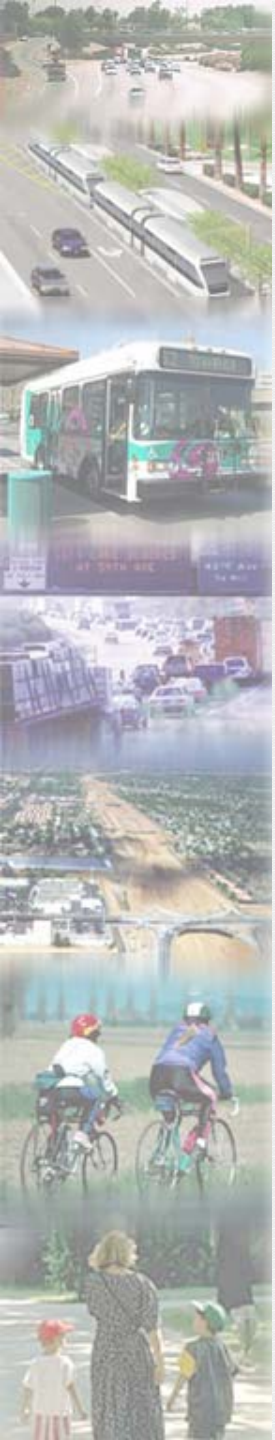
Agency Partnerships



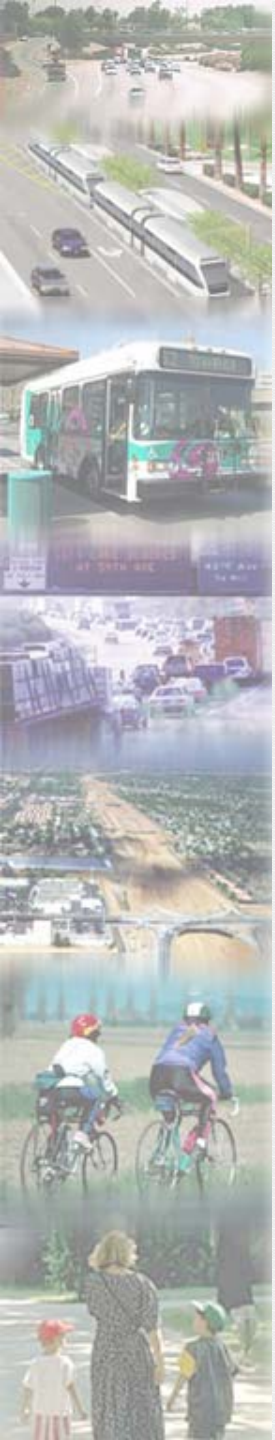
MAG at the Mall Events



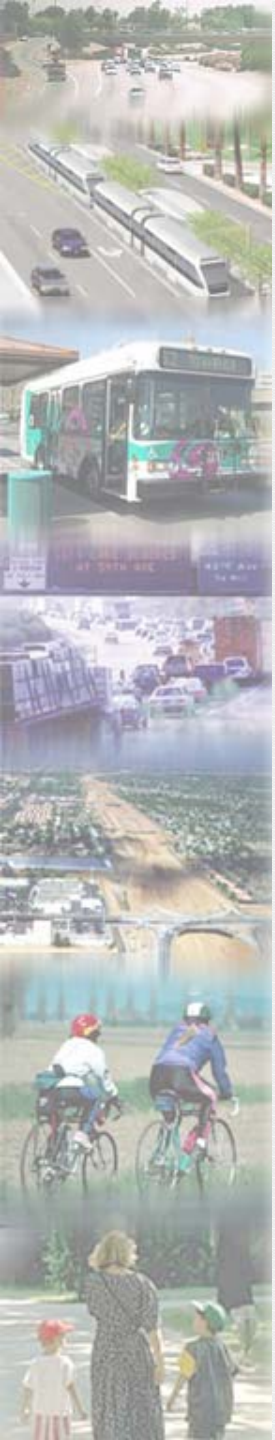
Transportation Town Hall



Freeway Openings



Sunday on Central



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Transportation Committee Approves Major Transportation Plan

Unanimous Vote Called "Historic."

- [Read the complete news release.](#)
- [The Regional Transportation Plan Final Draft Summary is available for download.](#)

Other recent releases:

- [MAG Hosts Public Meetings on Transportation](#)
- [Download the Public Meetings Flier](#)
- [Download the Regional Transportation Plan Final Draft Stage August 2003](#)
- [Download the Draft RTP Summary Sheet](#)
- [Download the Public Meeting Powerpoint Presentation](#)

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www.letskeepmoving.com

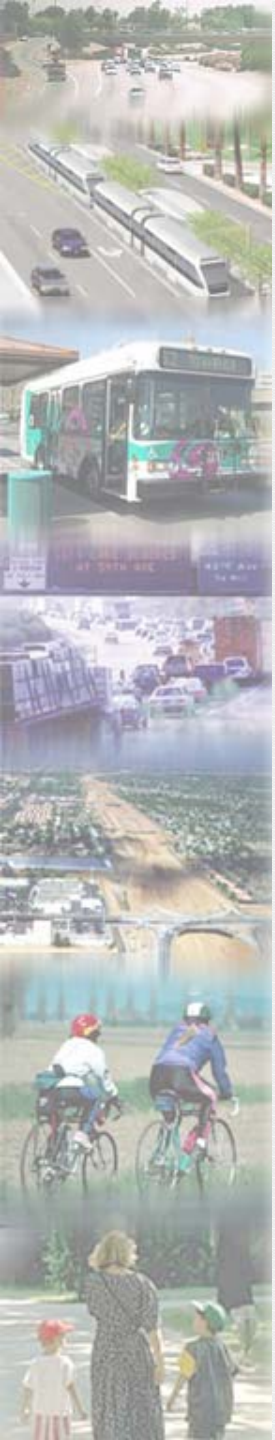
(1 item remaining) Downloading picture http://www.letskeepmoving.com/construction1.jpg... Unknown Zone

Community Groups

- American Council of Consulting Engineers
- Association of Equipment Distributors of America
- Business Coalition/Maricopa 2020
- Business Coalition Leadership Council
- Chandler Chamber of Commerce Policy Committee
- Citizens' Transportation Oversight Committee
- East Valley Partnership
- Glendale Citizens Transportation Oversight Committee
- Maricopa County Board of Supervisors
- Phoenix Chamber of Commerce
- Phoenix Citizens Transit Commission
- Transportation Coordinators Alliance
- Tempe Chamber of Commerce
- Valley Citizens League
- Valley Forward
- Valley Partnership



Title VI Communities





Identified as Key Publics

- Expert Panel Forums
 - Demographics and Social Change
- 16 Focus Groups
 - Included geographically, ethnically diverse groups
- MAG Associate Program
 - Hispanic/Latino
 - African American
 - Native American
 - Disability Community



Disability Associate

- Engaged disability community.
- Provided alternative materials.
 - Braille
 - Large Print
 - Audio
- Created key partnerships.
 - Arizona Bridge to Independent Living
 - National Federation of the Blind of Arizona
- Provided critical legislative testimony.

A vertical collage of six images illustrating various transportation modes and infrastructure. From top to bottom: 1. A modern tram or light rail vehicle traveling on a city street with cars. 2. A colorful, decorated bus. 3. A large truck on a highway. 4. A dirt road with a bridge. 5. Two cyclists riding on a path. 6. A family (mother and two children) walking on a path.

¿Qué Está en el Plan?

Autopistas & Carreteras

- 57% del total de fondos regionales.
- Carriles adicionales en Loop Nuevas Autopistas, incluyen Mountain Loop.
- Nuevos y mejores interconexiones.
- Nuevos Carriles HOV, para Mejoras a Grand Avenue.
- Asfalto mezclado con hule.
- Programa computarizado p Mantenimiento (levantar ba

Transporte Urbano

32% del total de fondos regio transporte público)

- Nuevo o servicio mejorado.
- Mejoras a servicio de auto nuevas.
- 27.7 millas de nueva extensiones.
- Aumento por triple de servicios espe
- Aumento por triple de servicios de V
- 13 estacionamientos "park-and-ride"
- 13 estacionamientos Autobuses (adici

Encuesta Sobre Conocimiento de MAG

Tengo más interés en:

Transportación	Calidad del aire	Uso de la tierra
Calidad de agua	Servicios Humanos	

Tendría interés en recibir (marque los que apliquen):

☐ Informe MAG Información acerca de los programas MAG
☐ Avisos de reuniones y eventos públicos de MAG

Para recibir cualquiera de lo anterior por favor apunte su:

Nombre _____
Dirección _____
E-mail _____
Teléfono (opcional) _____

I(Grociat)

Folleto de Publicidad Boleta de Muestra

(Spanish version begins on page 17)

ELECCIÓN EL TRANSPORTE SUPRIME DE IMPUESTO (DE LAS VENTAS) DEL CONDADO DE MARICOPA

Proposición a presentarse a los electores calificados del Condado de Maricopa en la

**ELECCIÓN GENERAL
2 DE NOVIEMBRE DE 2004**

(La versión en español comienza en la página 17)

Díganos Lo Que

- ¿Cuál es la cosa singular más sistema de transporte del Valle?
- Si a usted le correspondiera en el transporte, ¿usted votaría como lo repartiría entre las siguientes opciones:

Autopistas (Freyways)
Mejor Servicio de Auto
Tren Ligero (Tranvias)
Mejoras a Calles y Cami

TOTAL \$100.00

En 1985, los votantes del Valle del Sol aprobaron la Proposición 300, que estableció un impuesto de medio centavo en ventas por 20 años para mejorar el sistema de transporte en el Condado Maricopa. ¿Sabia usted que este impuesto se termina en el 2005? Circule una respuesta.

Plan Regional de Transporte por Áreas de la Región: Noreste del Valle

a la Loop 101 (Autopista Pima) y agrega carriles HOV,

a la porción Autopista Agua Fria de Loop 101 y agrega carriles HOV. Esta so al Noreste del Valle desde el Oeste.

cover conexiones directas para carriles HOV en la conexión de Loop 101/Ruta ace I-17/Loop 101.

a conexión Loop 101 (Autopista Pima)/Loop 202 (Autopista Red Mountain).

nes en las siguientes áreas:
01
17
Adri-17
7

SR 51 (Autopista Priestewa) desde Shea Boulevard hasta Loop 101 y además

Let's Keep Moving!

Transportation Policy Committee

Mayer Neil Glickman
Torres, Chae
Mayer Elaine Bergey
Gonzalez, Yoa Chae
Barto Minerva
Baril de America Arizona
F. Rodine Armit
Cibane Transportation
Overnight Commute
Mayer Susan Burton
Gilbert
Davis Barry
Swift Transportation
Jodi S. Billingie
Hill Construction
Councilmember Peggy Bletton
Pleasant
Councilmember Pat Dennis
Paine

Mayer Rita Orakio
Austin
Mayer Boyd Dunn
Chandler
Betsy Gart
Arizona Department of
Transportation
Mayer Kase Hawker
Maize
Erwin Karo
CHS Association
Mayer James Cavaregh
Goodner
Mayer Mary Matross
Gottschalk
Mayer Lon McDermott

AREA DE MAPA

Spanish Language Web Site



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PROJECT

ESPAÑOL

INTRODUCCIÓN/EN ESPAÑOL

La Asociación de Gobiernos Maricopa (MAG) es un Concilio de Gobiernos que sirve como la agencia regional para el área metropolitana de Phoenix. MAG provee un foro regional para el análisis, discusión, y resolución de problemas incluyendo áreas de transportación, calidad del aire, el medio ambiente, desarrollo regional, y servicios sociales.

ABOUT US/ACERCA DE NOSOTROS

La Asociación de Gobiernos Maricopa (MAG) es un Concilio de Gobiernos (COG) que sirve como la agencia regional para el área metropolitana de Phoenix.

MAG es además la designada Organización Planificadora Metropolitana (MPO) para planeación regional en el Condado Maricopa.

MAG provee planificación regional y dirección de política en las áreas de transportación, calidad del aire, calidad del agua, desarrollo regional, y servicios humanos. Cuando MAG fue formada en 1967, los oficiales locales electos reconocieron la necesidad de planeamiento a largo plazo y desarrollo de política en escala regional. Comprendieron que muchos de los problemas como transportación y la calidad del aire afectaban a residentes más allá de los límites de cada uno de sus municipios. MAG fue fundada en un espíritu de cooperación y los miembros estuvieron convencidos de que las numerosas ciudades, pueblos y comunidades

SEARCH

SEARCH >>

Click the search button above to submit your search.

>> CALENDAR

<	May 2005	>				
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[View Calendar Page](#)

[Current Month's Events >>](#)

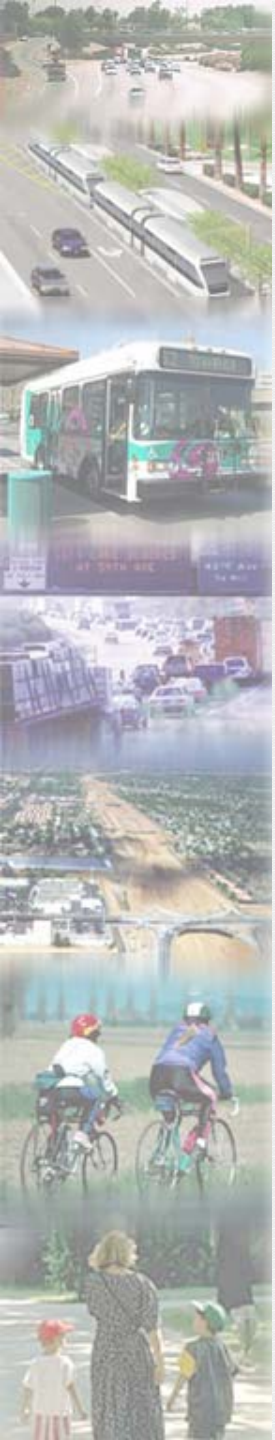
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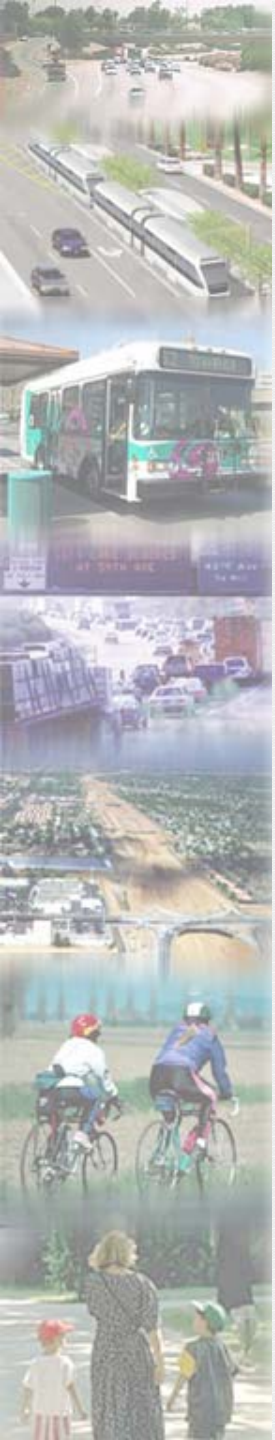
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Internet

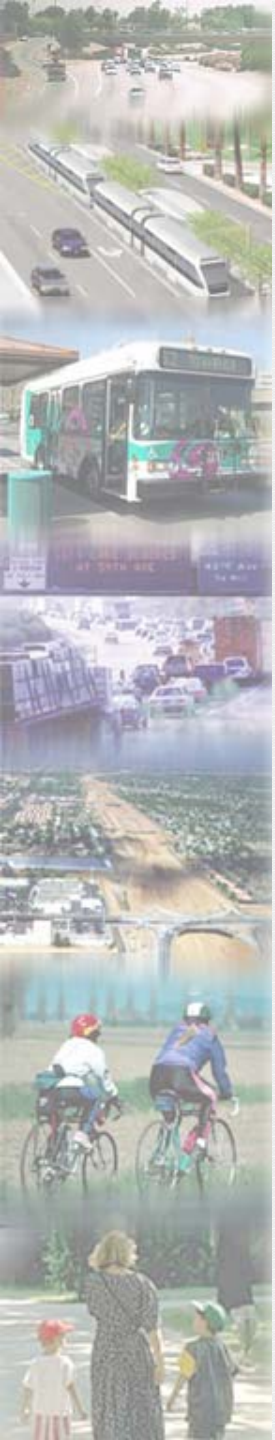
Cinco de Mayo



Latino Institute/Other Events



Black History Month



Relationships With Spanish Media





Publics

- Registered Voters
- Transportation Users/Enviros
- Business Community
- Minority Communities
- Media
- Legislators

Additional Tactics

■ Business Community

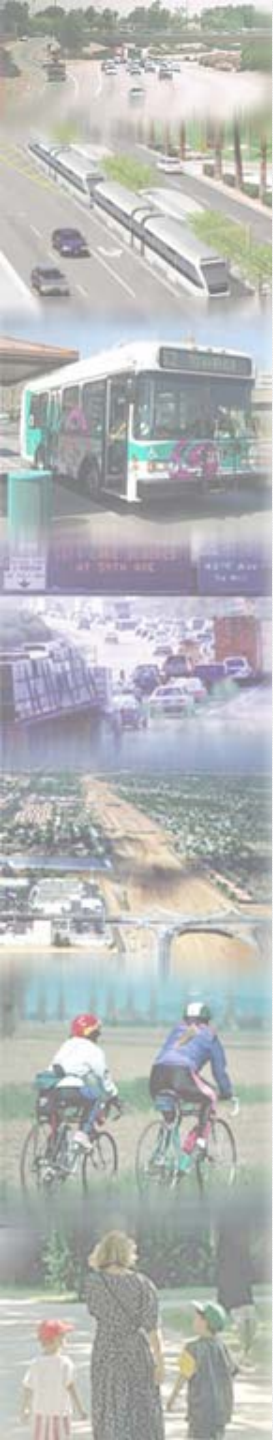
- Stakeholder lists/top employers
- Identifying spokespersons for Speakers Bureau, developed handbook
- Key advocates



Additional Tactics

■ Transportation Users

- E-Updates
- Partnerships with groups like Friends of Transit
- Personal invitations to events
- Providing materials/newsletter articles



Let's Keep Moving!
Your E-News Update from the Transportation Policy Committee (TPC)
Glendale Mayor Elaine Scruggs, Chair
July 28, 2004 Meeting Summary

Message from the Chair
As the new chair of the Transportation Policy Committee, I would like to take this opportunity to say thank you to my colleagues for electing me to this position. Having served for the past two years as vice chair, I am well aware of the many important duties assigned to this committee and its importance in setting transportation policy for this region. The committee has done a tremendous job in developing the Regional Transportation Plan, and I remain committed to securing a dedicated funding source that will allow us to implement the Plan. I look forward to our continued journey toward regional mobility.

Meeting Summary
The Transportation Policy Committee recommended approval of a material change to the FY 2004 MAG Regional Freeway Program. The material change comes at the request of the Arizona Department of Transportation (ADOT). State statute requires that MAG approve any change in priorities, new projects, or requests that materially increase the cost of a project. Final cost estimates show that a segment of the Red Mountain Freeway, from Power Road to University Drive, will have a cost increase of \$54 million. ADOT reported that the changes became necessary due to the complex location of the structure, which parallels the Central Arizona Project canal and the Spook Hill Floodway Retarding Structure. Both features create challenges for the freeway construction, since the function of the floodway and retarding structure must be maintained, the freeway must be protected against flooding, and maintenance access for the canal and adjoining electrical transmission lines maintained. MAG staff examined the need for the change and found that it is warranted. A review indicates that the cash balances for the freeway program are adequate to accommodate the requested changes.

Public, Member Agency and Business Outreach
The Maricopa Association of Governments will host a booth at the Arizona Black Expo on Saturday, August 21, 2004. The event will be held at the Phoenix Civic Plaza, Hall B from 10 a.m. to 6 p.m. MAG staff will distribute information about MAG programs in general and the Regional Transportation Plan in particular. Last year the event attracted 3,500 visitors and 185 exhibit booths. Business owners and managers from Black, Hispanic, Native American and Asian American communities are expected to participate in the Expo. A MAG at the Mall event is being planned for August. Please watch the MAG Web site for date information.

Future Meetings and Events
*Note: The August meetings of the TPC and Regional Council have been cancelled to accommodate summer vacation schedules.

Transportation Policy Committee	4:00 PM, Wednesday, September 22, MAG Offices
Regional Council Meeting	5:00 PM, Wednesday, September 23, MAG Offices

The MAG Offices are located at 302 N. 1st Avenue, Phoenix. Meeting rooms are on the second floor.

Let's Keep Moving E-Update is a monthly electronic newsletter providing information about the Transportation Policy Committee and the development of the Regional Transportation Plan. For questions regarding this publication, or to be removed from the distribution list, contact Kelly Taft at (602) 254-6300, or via e-mail at ktaft@mag.maricopa.gov.

Additional Tactics

■ Media Strategies

- Media “deskside” briefings
- Both dailies and community newspapers
- Press releases
- Press conferences
- Editorial boards
- Responding quickly to opponents statements



Looking forward

Over the next 20 years of the proposed transportation plan, the percentage of people living in the three major parts of the Valley is projected to look like this:

East Valley: 35 percent
Phoenix: 40 percent
West Valley: 25 percent

Double deck urged for I-17 in Phoenix

Congestion on Black Canyon spurs plans

TRANSIT \$15.7 billion county plan backed

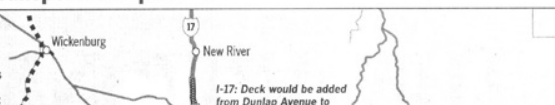
From Page A1

press lanes along a stretch of Interstate 17. The plan includes \$2.3 billion for the light rail system, \$2.4 billion for regional buses and new general and carpool lanes on virtually every existing Valley freeway.

Regional transportation plan

FREEWAYS

The regional freeway plan, as envisioned 22 years from now:



THE ARIZONA REPUBLIC

THURSDAY • SEPTEMBER 18, 2003

azcentral.com

50 CENTS



cancer. Mainly he asks:

\$15.7 bil transit plan endorsed

Valley officials' OK clears way for possible vote

By Marty Sauerzopf
The Arizona Republic

A \$15.7 billion plan to improve freeways, streets and transit over the next 20 years won unanimous approval

Wednesday from Valley officials and business leaders.

The plan, bolstered by \$480 million in last-minute street and freeway improvements aimed at pleasing residents across the Valley, goes to

the Maricopa Association of Governments' Regional Council next week, where it is expected to be approved.

It will then move to the state Legislature to authorize a countywide election next May,

azcentral.com
View an animated graphic of Valley freeway expansion at traffic.azcentral.com.

when voters will decide whether to extend a half-cent sales tax to help pay for the

plan. The plan includes a new freeway from southwest Phoenix to Buckeye, funding for the South Mountain Freeway through the Ahwatukee area, a new parkway to Williams Gateway Airport and double-decked ex-

See TRANSIT Page A2

The Glendale Star

Glendale's Community Weekly

Monday, September 29, 2003

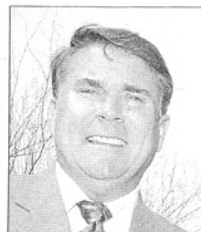
MAG members solidly behind 20-year transportation plan

EDITORIAL

Editorials represent the opinion of the newspaper, whose Editorial Board consists of: Phil Boas, Richard de Uriarte, Jennifer Dokes, Cindy Hernandez, Kathleen Ingley, Doug MacEachern, Joel Nilsson, Dan Nowicki, O. Ricardo Pimentel, Robert Robb, Paul Schatt, Linda Valdez, Ken Western and Steve Benson.

THE ARIZONA REPUBLIC

SATURDAY, SEPTEMBER 20, 2003 azcentral.com



Skip Rimsza

■ Not enough money would go to the West Valley.

■ Too much money would go to extend light rail into the suburbs.

Sens. Robert Blundo, R-Litchfield Park, and Marilyn Jarrett, R-Mesa, and Rep. Gary Pierce, R-Mesa, have threatened to hold up the plan once it gets to the Legislature, attaching all kinds of

Our stand: Valley transit plan too vital to be held hostage

A series of meetings are being scheduled. Phoenix Mayor Skip Rimsza will be there. So will several state lawmakers. They'll be meeting to discuss the Valley's massive \$15.8 billion transportation plan to pay for freeways, arterials, light rail and buses across Maricopa County.

HORIZON

KAET's Award-Winning Public Affairs Program

East side ... West side

Our stand: And all around the Valley, the transit proposal is a balanced beginning

THE ARIZONA REPUBLIC

THURSDAY, SEPTEMBER 16, 2004

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50 CENTS

Meddling millionaire takes grudge too far

Our stand: Light-rail foe aims to undo plans of Valley cities

The designs are nearly finished, hundreds of million of dollars in contracts have been signed and construction is beginning on light-rail service.

The trains are coming to Phoenix and Tempe — just as they have to cities around the country that realize rail must be part of a modern urban transportation mix.

And now an interloper from Gilbert, a millionaire with an ax to grind against light rail, is trying to kill the passenger train project in Phoenix and Tempe.

Forever.

Before a train ever carries a passenger.

And David Thompson won't need

taxpayer expense.

What Thompson wants are free-ways, and he begrudges a single cent spent on rail.

That's why he wants to defeat Proposition 400 — a \$15.8 billion, 2 year plan that will expand Maricopa County's freeway system and provide a regional mass transit system and street improvements. The bulk of the money will go to freeway construction, with just 15 percent devoted to rail.



David Thompson

Trying to sink Proposition 400 isn't enough, apparently. Thompson is so set against rail that he's ready to waste the hundreds of millions of dollars that are already on

PROPOSITION 400: VALLEY TRANSPORTATION FUNDING

ROAD RAGE

Mayors confront foes of spending proposal



Dave Cruz/The Arizona Republic

Businessman David Thompson and Glendale Mayor Elaine Scruggs hold a discussion Wednesday after a news conference called by Thompson and opponents of Proposition 400.

By Pat Flannery
The Arizona Republic

azcentral.com

Read more about Proposition 400 and other ballot issues in the Nov. 2 election under "Battleground Arizona" at politics.azcentral.com.

Fife Symington's political consulting firm, Strategic Vision, is guiding Thompson's campaign. The mayors of Phoenix, Mesa, Glendale, Scottsdale, Avondale and Queen Creek, accompanied by a horde of professional staff from the Maricopa

The debate over Maricopa County's \$15.8 billion transportation plan erupted into open political warfare Wednesday as forces for and against Proposition 400 clashed publicly over its priorities and cost.

The stakes are high for the Valley, with the plan expected to finance 344 miles of new or improved freeways, 275 miles of new or improved arterial streets, an expanded regional

Where the money goes

Proposition 400 would extend Maricopa County's transportation sales tax another 20 years, raising \$9 billion to help fund the new regional transportation plan. The rest of the plan's \$15.8 billion cost would be covered by state and federal transportation funds. Here's where the money would be spent:



Rail foes launch effort to kill plan

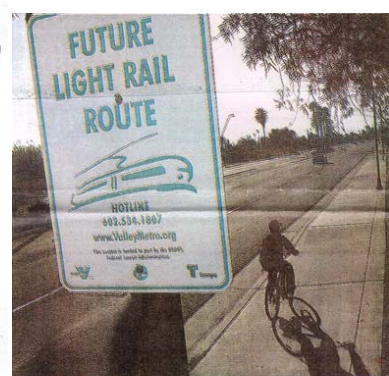
Voters to decide funding Nov. 2

By GARY NOVOTNY
TRIBUNE

Foes of light rail have kicked off a campaign to defeat a transportation measure on the Nov. 2 ballot because it would support what they dismiss as an antiquated trolley system.

The group has passed out pamphlets and set up a Web site that takes shots at rail, which is 15 percent of a \$15.7 billion plan voters will consider in November.

The rest of the funds would improve freeways, roads and bus service — items that the antirail group supports.



SIGN OF THINGS TO COME: A bicyclist rides along Apache Boulevard in Tempe past a sign designating the route as the future home of the light-rail project.

THE ARIZONA REPUBLIC

opinions.azcentral.com

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NO ON 400

PAID FOR BY NO ON 400



Dave Cruz/The Arizona Republic

David Thompson, flanked by state lawmakers Andy Biggs (left) and Thayer Verschoor want a road plan that cuts out light rail and concentrates strictly on freeways.

PROPOSITION 400 To rail or derail?

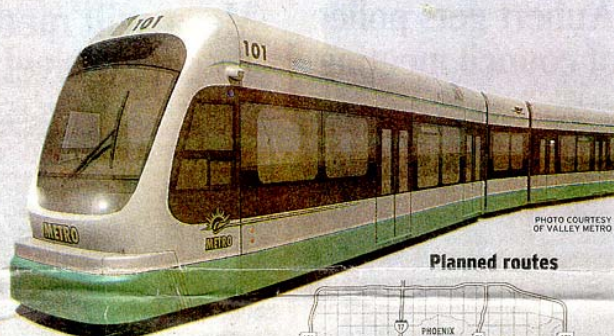


PHOTO COURTESY OF VALLEY METRO

Planned routes



PROP. 400

A FOUR-DAY SERIES
SUNDAY: Freeways are

15% of plan threatening total package

By GARY NOVOTNY

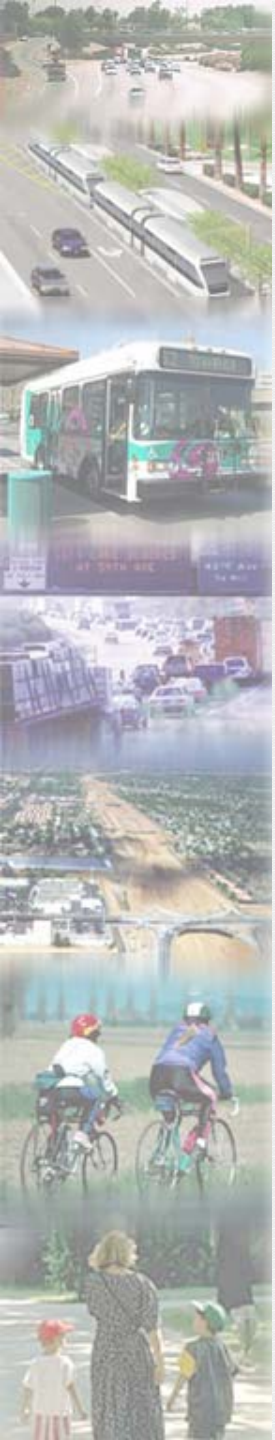
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FROM THE FRONT PAGE

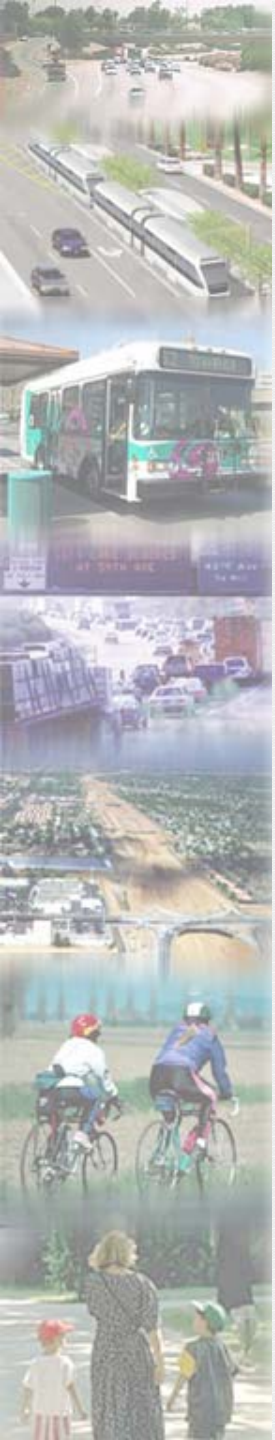
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PROP. 400 Opponents square off

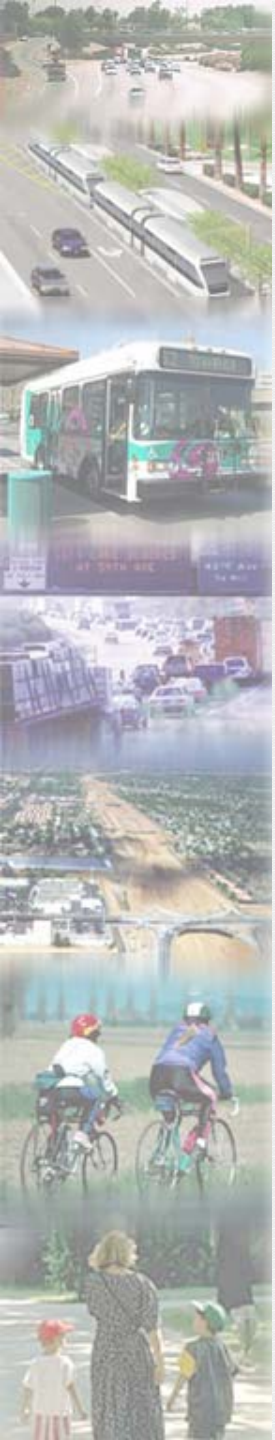
Dallas Informational Tour



Dallas Informational Tour

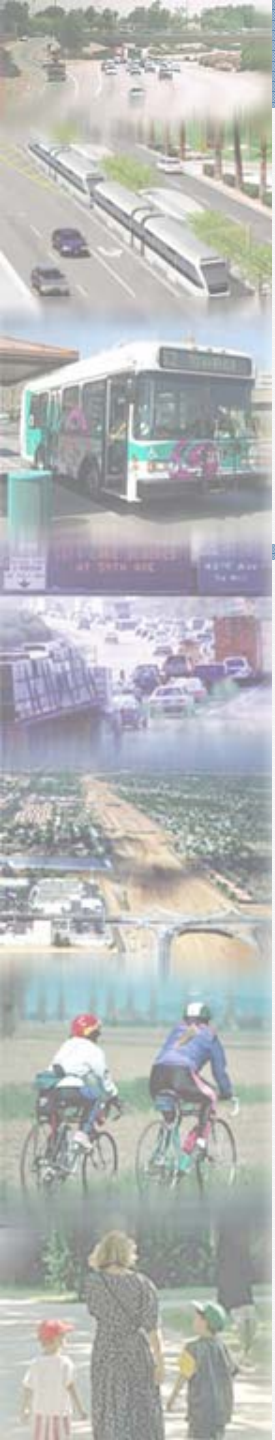


RTP Day at the Legislature



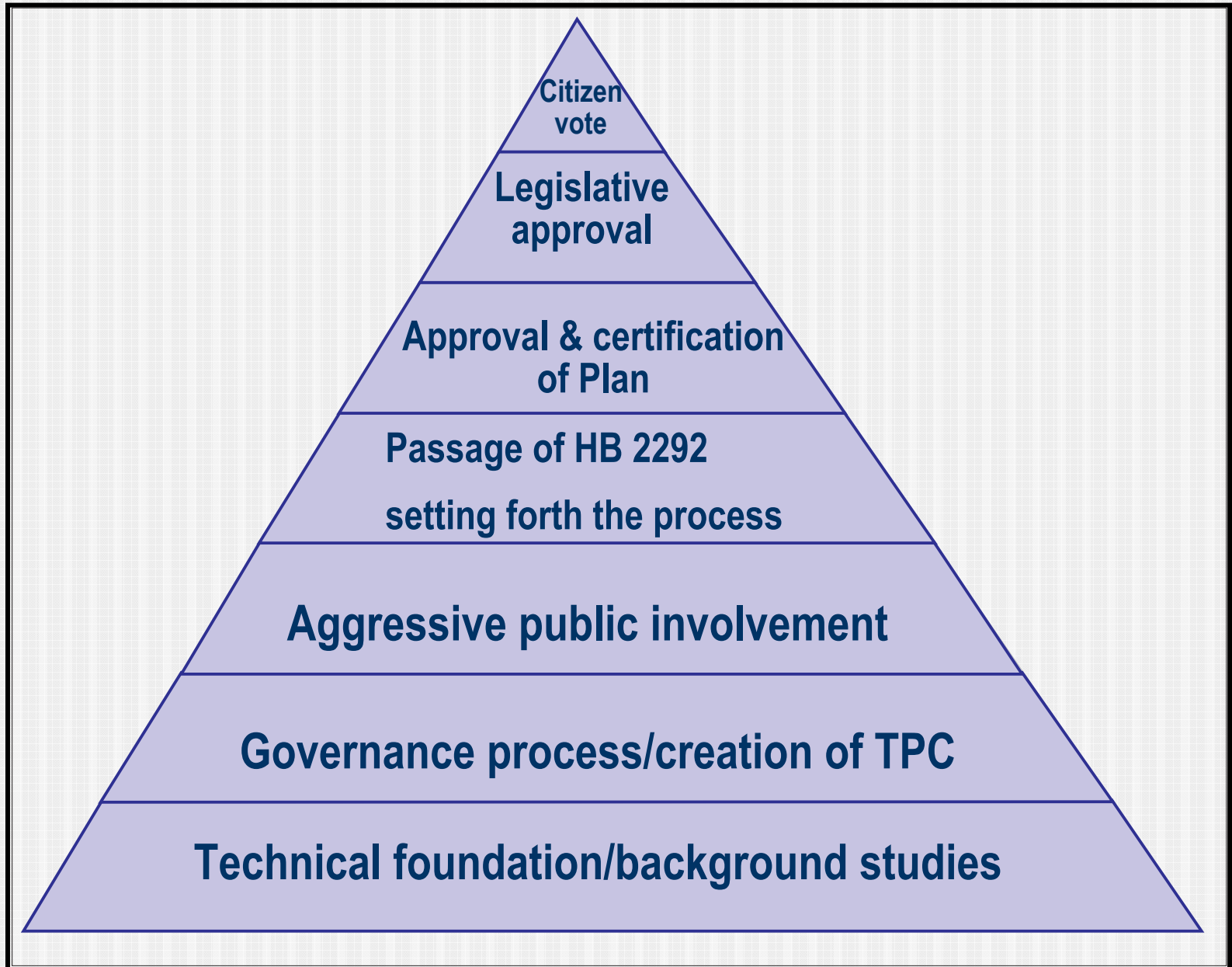
Governor Napolitano Signs Transportation Election Bill



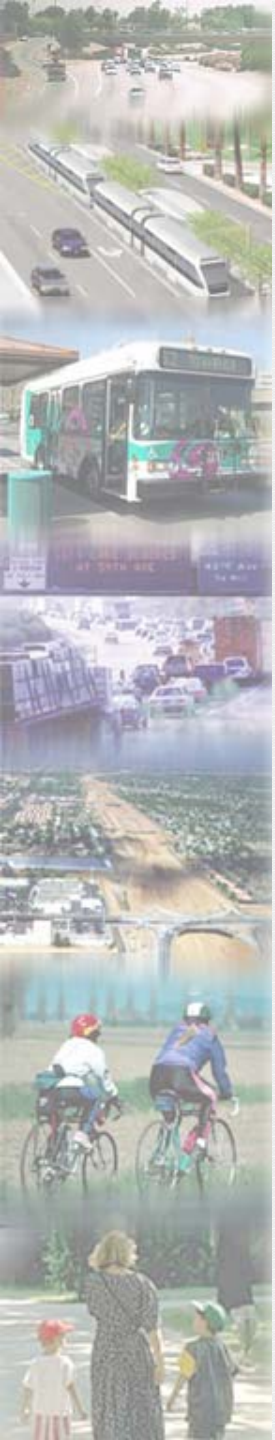


Evaluation

Building Community Consensus



Victory!



Prop. 400 gets thumbs-up

Vote is seen
as sign for
future unity

By Pat Hannon
and Bob Giffin
The Arizona Republic

Extension of the Valley's half-cent transportation sales tax cruised to easy victory at the polls Tuesday, giving life to an ambitious freeway and mass-transit plan whose popularity with voters was in question to the end of an acrimonious campaign.

Jubilant Valley mayors called Proposition 400's strong showing a sign of positive public sentiment about public transit and a good omen for future regional cooperation on other issues, like water conservation and air quality.

"The fact that we were successful gives us all confidence that we can succeed elsewhere," Scottsdale Mayor Mary Manno said.

Opponents, meanwhile, vowed to get onboard with the plan in the wake of the convincing defeat.

"Obviously, the voters decided what they want to do and we'll support it," said Gilbert



Chris Patten for Arizona Republic

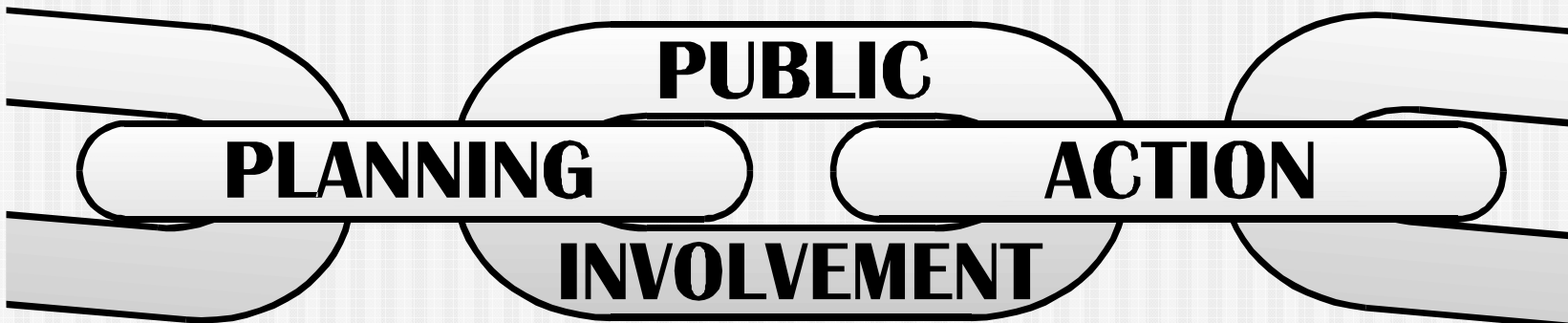
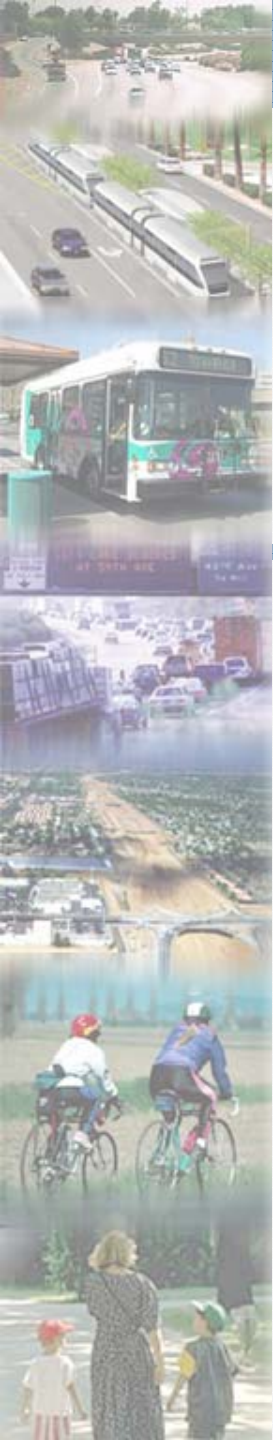
Proponents of Proposition 400 celebrate election returns Tuesday at the Wyndham Phoenix Hotel. Members of Yes on 400 are consultant Doug Cole (on the phone), Paul Bentz (behind projector), spokesman Jay Thorne and consultant Mike Crusa.





Results

- Extension passed by a margin of 58% to 42%.
- More than 350 public input opportunities, reaching thousands of residents.
- Exceeded goal (500) for direct input by nearly 3,000.
- Exceeded goal for positive editorials.
- Awareness levels rose from 27% to 80%.



For more information:
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MAG Communications Manager
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